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The future is digital: How next-generation wearables will advance the healthcare experience.

Consumers — from worldclass athletes to everyday people — are already using wearables to track sleep, count steps and monitor health. As of 2020, BCC Research indicates that approximately 151 million Apple watches had been shipped.[1] Among American and British consumers, Fitbit remains the most popular brand of wearable.[1]

Wearables are here to stay, but what they do, how they function and what they track will evolve — and advance.

[1] BCC Research LLC. "Mobile Health (mHealth): Technologies and Global Markets." HLC162C (June 2022): 12.

Next-generation digitization.

> **“80 percent of providers plan to increase investment in technology and digital solutions over the next five years.”**
>
> *– Healthcare Information and Management Systems Society*

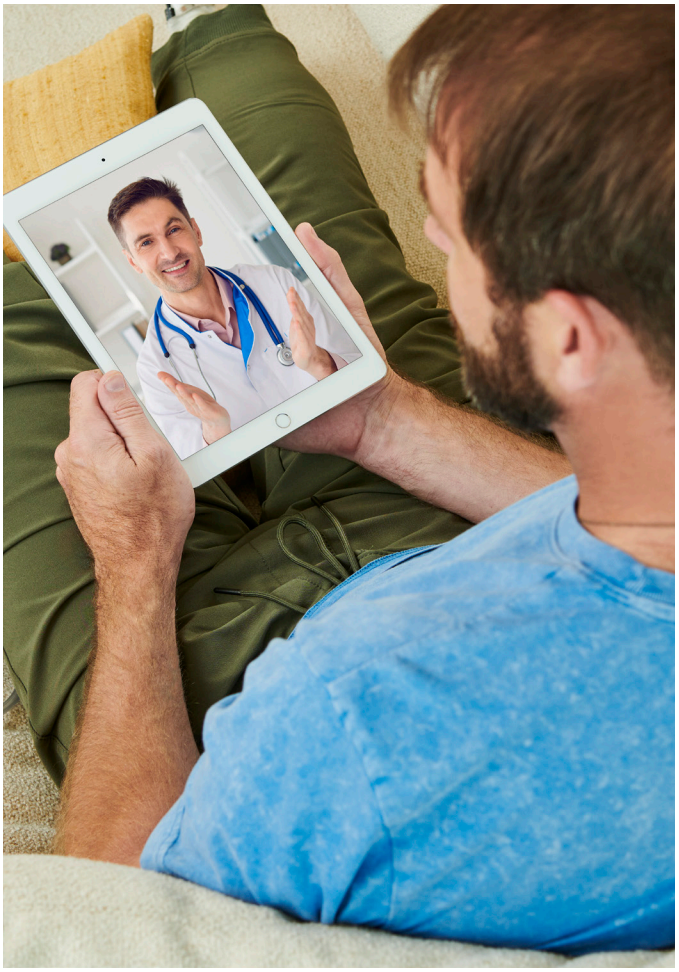
Devices that track everything from cardiac markers and cholesterol to pregnancy or disease will begin to take market share. In fact, according to a report from the Healthcare Information and Management Systems Society, 80 percent of providers in the United States plan to increase investment in technology and digital solutions over the next five years.[2]

One of the areas of digitization that’s leading the charge? Glucose monitoring. According to a report by BCC Research, **glucose monitoring is leading the point-of-care diagnostics market.**[3] Continuous glucose monitors enable people with diabetes to track glucose more closely than traditional test strips. These devices serve both patients and providers, allowing them to stay connected over vital health inputs and information.

It’s clear that digitization is top-of-mind. This kind of advanced technology supports remote monitoring, which helps **reduce health spend and improve outcomes**. It also opens opportunities for more robust patient education, health and wellbeing.

How will these advancements in digitization come to life?

[2] Thomas Kiesau. “Future of Healthcare.” Health System Insights, HIMSS (2022): 9.
[3] BCC Research LLC. “Point of Care Diagnostics: Technologies and Global Markets.” HLC043G (January 2022): 90.



Changes in how we experience care.

As **care becomes less about a clinic location and more focused on patient preference**, we'll see a decreased need for follow-up appointments. We'll see more remote monitoring and earlier interventions. We'll avoid unnecessary testing and prescriptions. We'll even see decreased lengths of stay at emergency departments, leading to improved patient flow.[4]

Governments and investors around the globe are eager to support the **shift to mobile health**. According to BCC Research, more than 500 mobile health initiatives are underway around the world.[5] As more people age or develop chronic conditions, the healthcare system will need to expand beyond hospitals and clinics to **accommodate the influx of patients seeking care**.

According to Lux Research, wearables for disabilities and chronic conditions are already relevant to nearly 80 million consumers and are anticipated to **grow nearly 18 percent** in the next two years.[6] Companies interested in the healthcare space might consider offering holistic solutions that target disease and chronic conditions, helping consumers play a more active role in when and where they receive care.

[4] BCC Research LLC. "Mobile Health (mHealth): Technologies and Global Markets." HLC162C (June 2022): 87.
[5] BCC Research LLC. "Mobile Health (mHealth): Technologies and Global Markets." HLC162C (June 2022): 36.
[6] Shriram Ramanathan, Ujwal Arkalgud, and Jason Partridge. "Wearables for Consumer Wellness: The Time is Ripe." The Deciding Factor, Lux Research (2022): 5

Monitoring health differently.

We'll also see a more proactive approach toward health. The industry will go beyond managing diseases and symptoms, adding incentive for **overall wellness and preventative care**. Digital technologies will complement this shift by helping people get — and stay — healthy.

China, for example, has developed e-wellbeing applications that allow patients to survey their COVID-19 symptoms from anywhere. The country also offers virtual programs to help patients with basic diseases monitor their symptoms from home.[7]

Health at home and on-the-go.

The evolution of wearable technologies makes it possible for care to be delivered at home and at work, from the gym to the grocery store. **As next-generation wearables advance, so will our approach to healthcare.** From detection to diagnosis, advancements in digitization will help providers better support patients — **no matter where they are.**

[7] BCC Research LLC. "Mobile Health (mHealth): Technologies and Global Markets." HLC162C (June 2022): 42.

Citations

1. BCC Research LLC. “Mobile Health (mHealth): Technologies and Global Markets.” HLC162C (June 2022): 12.

2. Thomas Kiesau. “Future of Healthcare.” Health System Insights, HIMSS (2022): 9.

3. BCC Research LLC. “Point of Care Diagnostics: Technologies and Global Markets.” HLC043G (January 2022): 90.

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5. BCC Research LLC. “Mobile Health (mHealth): Technologies and Global Markets.” HLC162C (June 2022): 36.

6. Shriram Ramanathan, Ujwal Arkalgud, and Jason Partridge. “Wearables for Consumer Wellness: The Time is Ripe.” The Deciding Factor, Lux Research (2022): 5

7. BCC Research LLC. “Mobile Health (mHealth): Technologies and Global Markets.” HLC162C (June 2022): 42.

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3M Center, Building 275-5W-05